

2.0 The Master Plan

2.4.2 Church & Haynie Neighborhood Center

Located in the direct center of the neighborhood and at the primary intersection of Church Street, Pearl Avenue and Haynie Street, this area is logical to serve as the center of the neighborhood.

The Master Plan proposes a number of different buildings located in all four quadrants of the intersection. The primary frontage of all of the buildings is along Church Street, with a secondary frontage within one block along Haynie Street and Pearl Avenue. These buildings should be multi-story mixed-use buildings, though most would not exceed 3 stories due to parking requirements.

Because of the odd block configurations created by the construction of Church Street in a northeast-southwest manner, it is very difficult to create typical building pads for such intense development as is usually found in the Neighborhood Center. As a result, the buildings placed in this area will have a need for a centralized parking facility to achieve their potential building densities. On-site parking will only accommodate up to 75% of the total need of the area, so there is an expectation of shared parking maximizing the peak and off-peak hour





Rendering of proposed development looking south on Church Street "Boulevard"

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Existing conditions on Church Street

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requirements of the various complimentary uses.

The northeast corner of the intersection could accommodate 2-3 story buildings. Most on-site parking (about 90%) could be provided for office or residential uses. Overflow parking and additional parking for retail or restaurant uses would need to be provided in the parking garage behind the Hotel.

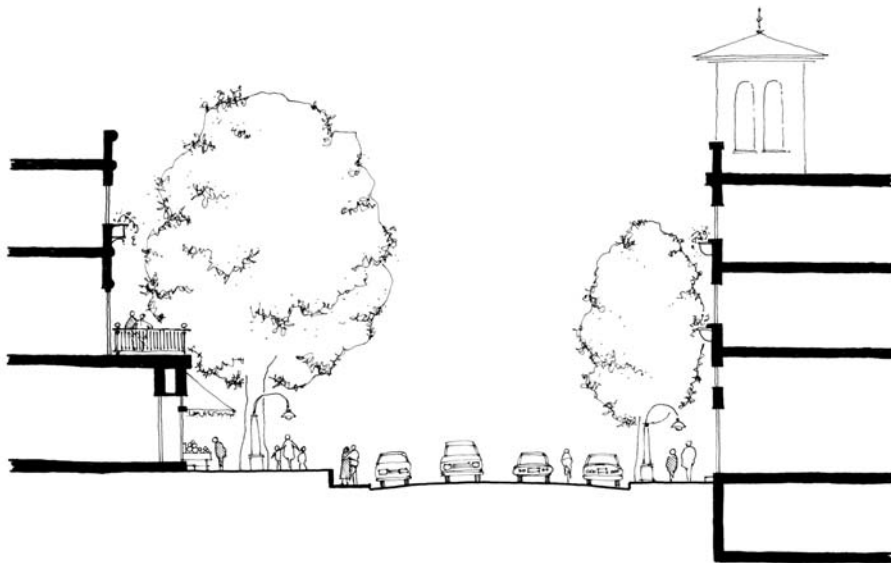
A similar condition of 2-3 story, mixed-use buildings are also shown in the northwest corner of the intersection. Care must be taken to preserve the current tree canopy that is present along the north side of Haynie Street and the 60+ year old Willow Oak trees. New buildings should be set back from the street in a manner that is most conducive towards the protection of the trees' root system.

As shown in the illustrations by Justice Design Studio on pp 64-65, the Ramada Inn site could be expanded and developed into an urban, mixed-use block. The Hotel would undergo interior renovations as well as a sizeable expansion towards Church Street. This expansion could include additional restaurants, conference spaces, and/or fitness facilities.

A new multi-story, mixed-use building is shown at the intersection of Church Street and Pearl Avenue. To accommodate the 12-16 foot change in grade

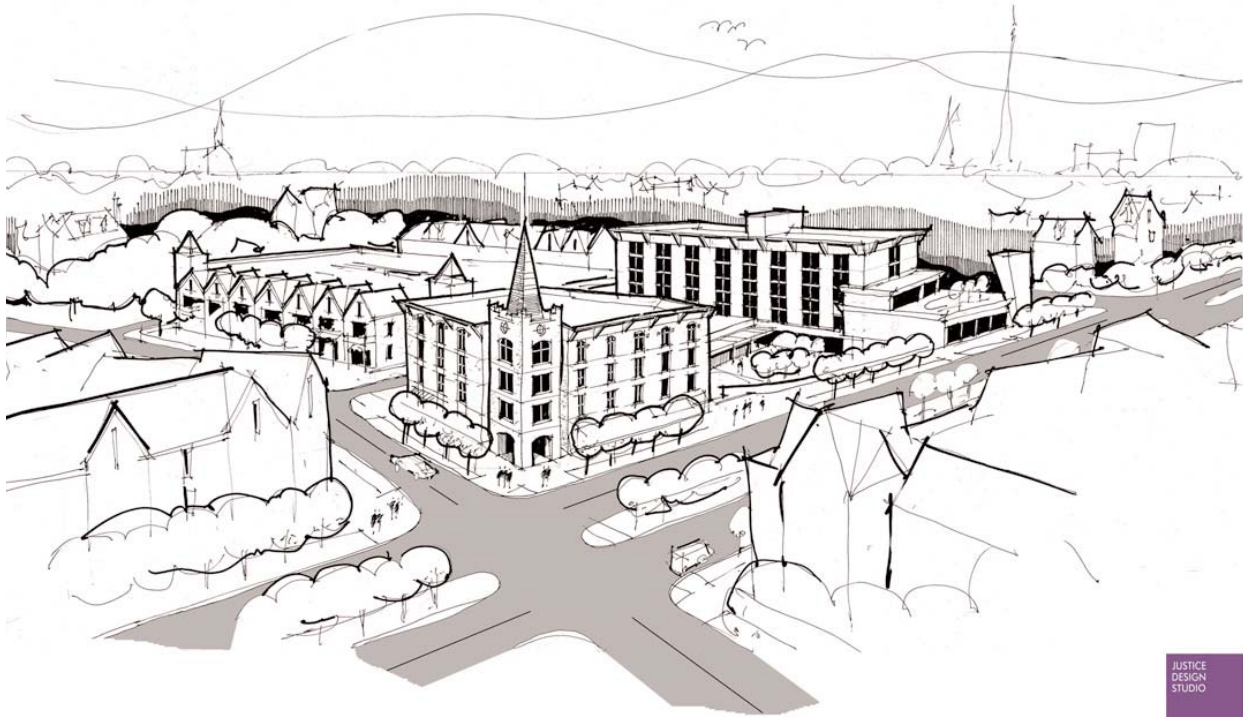


Cross section of proposed development through Urban Street to Church Street



Section of Haynie Street showing the preservation of the Willow Oak trees on the north side with additional frontage setbacks and upper story recesses

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Axonometric view of the proposed Ramada Inn site

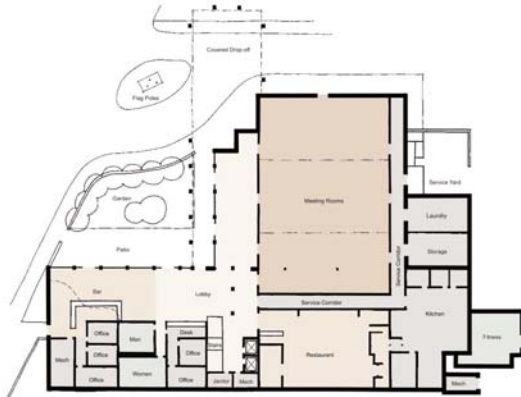
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from Church Street to the current parking lot, this building could have a basement level that opens into the formal entry into the hotel. The second story of the building would be at street-level.

A 400 space, 5 level parking facility is proposed to the rear of the current hotel. Buildings, most likely residential units such as townhomes, would line the structure to provide a visual screen and an active street edge along its public perimeter.



Detail plan of the Ramada Inn site showing the expansion to the hotel facility (1); a new multi-story mixed use building at the corner of Pearl Avenue and Church Street (2); a “park once and walk” parking garage; and residential or mixed-use liner buildings that screen the public view of the garage (3 & 4)



1st Floor Plan for Ramada Inn showing interior renovations, expansion towards Church Street and new entry



2nd Floor Plan for Ramada Inn showing secondary entry and formal landscaped garden along Rose Avenue

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